

# Conference of USU World Future 2go | June 12th



Time	Title	Speaker
<b>9 – 10am</b>	<b>Glad, you made it!</b> Use this time to complete your event check-in and immerse yourself in initial discussions with other participants.	
<b>10 – 10.10am</b>	<b>Welcome to USU World Future 2go!</b>	Anja Lange, Host
<b>10.10 – 10.30am</b>	<b>AI &amp; Cloud as Energy Suppliers: From Castles in the Air to Solutions</b>	Bernhard Oberschmidt, USU Dr. Benjamin Strehl, USU
<b>10.35 – 10.50am</b>	<b>Behind the Scenes: TK Elevator Testturm Rottweil</b>	Beate Höhnle, TK Elevator Innovation and Operations GmbH
<b>10.55 – 11.20am</b>	<b>Beyond IT: The Misunderstanding of Digital Transformation</b>	Christian Bachus, GEMA Andreas Scheuer, Consultant for Customer Experience & more
<b>11.25 – 11.50am</b>	<b>Digitization in Traditional Companies</b>	Thomas Berger, Baden- Wuerttemberg Police Technology, Logistics and Service Bureau
<b>11.50am – 12pm</b>	<b>Summary &amp; Transition to Lunch</b>	Anja Lange, Host
<b>12 – 1.30pm</b>	<b>Lunch Break</b>	
<b>1.30pm – 5.30pm</b>	<b>Software Asset Management User Group</b> (see next slides)	
<b>7pm onwards</b>	<b>Let's celebrate! 15 years of USU World.</b>	

# Software Asset Management User Group | June 12th



Time	Title	Speaker
1.30 – 2pm	<b>Welcome to Software Asset Management User Group &amp; Speed Networking</b>	Lauran van Eyck, USU
2 – 3.30pm	<b>Portfolio-Strategy and Roadmap</b>	Olaf Diehl, USU
3.30 – 4.15pm	<b>Coffee break</b>	
4.15 – 5pm	<b>Cloud Cost Management</b>	Christopher Brune, USU
5 – 5.30pm	<b>SAM for SaaS</b>	Fabian Gutschera, USU
5.30pm	<b>End of User Group</b>	

# Software Asset Management User Group | June 13th



Time	Title	Speaker
9 – 9:05am	<b>Day 2: Start of Software Asset Management User Group</b>	Lauran van Eyck, USU
9:05 – 9:20am	<b>Keynote: IT Asset Portfolio Management</b>	Olaf Diehl, USU Lauran van Eyck, USU
9:20 – 9:35am	<b>Keynote: Hardware Asset &amp; Lifecycle Management</b>	Olaf Diehl, USU Lauran van Eyck, USU
9:35 – 10:30am	<b>SAM for Clients &amp; Datacenter</b>	Nikita Belov, USU Teresa Inwald, USU
10:30 – 11am	<b>Coffee break</b>	
11am– 12pm	<b>The Future is now: How Artificial Intelligence is shaping the SAM solutions of tomorrow</b>	Christopher Brune, USU
12 – 12:30pm	<b>SAM for SAP</b>	Nursena Kal, USU Olaf Diehl, USU
12:30pm	<b>End of User Group &amp; Lunch break (ends at 1.30pm)</b>	